



Coast Guard HR Flag Voice 78

RECRUITING AND COMMUNITY RELATIONS PROGRAM

This Flag Voice highlights one unit's efforts to help the Coast Guard recruit and enlist both active duty and Reserve members. For more than a year, Coast Guard Station Port Canaveral, FL has been involved in an active and productive Recruiting and Community Relations Program to assist with active duty and Reserve recruiting and to raise the visibility of the Coast Guard. Some of the basic program requirements follow:

Program Description:

The active duty command assigns Reservists to assist Recruiting Offices. Reservists also assist active duty commands with RELAD interviews and increase the visibility of the Coast Guard to the American public through use of innovative communication and marketing techniques. Active duty and Reserve junior members are especially essential in visiting with High School /Jr. College aged students.

Recommended/Desired Reserve Participant Qualifications and Training:

Work independently with minimum supervision; a self-starter, innovative, and able to favorably represent the Coast Guard.

Recommended by CO of unit where drilling.

Completion of Recruiting School.

Completion of a community/public affairs course.

Recommended actions:

Visit Recruiting Office(s) in the AOR to establish and maintain relationships, communication and support.

Meet with active duty commands in AOR to explain the program.

Interview persons being RELAD to explain benefits of continuing in the Coast Guard on a part-time basis; be familiar with benefits of Reserve affiliation for RELADS.

Interview and screen prospective applicants for Commissioned Officer programs (i.e. CG Academy, OCS, Ready Reserve Direct Commission) or active duty and reserve enlistment programs.

Refer applicants to the Recruiting Office for final processing; follow-up to ensure that the accession process is completed in a timely manner; assist the Recruiting Office with processing.

Community Relations:

Establish and maintain effective relationships with key contacts (principals, guidance counselors, etc.) at high schools, junior high schools, junior colleges; visit, or arrange visits to schools to explain the value of the Coast Guard.

Work with active duty commands to have Open House Programs where potential candidates, parents, and school officials can see, first-hand, what a Coast Guard person does.

Participate in community events; set up and arrange for personnel to staff Coast Guard information booths at these functions.

Establish a program for youth, such as the Navy League Sea Cadet program, to include Coast Guard participation.

Utilize Reserve and CG Auxiliary local knowledge, and other means, to publicize the Coast Guard and its value to the community and our nation (public service announcements, interviews in the local paper, interviews on radio/TV, presentations to community organizations).

Contact and establish relationships with the local media; submit articles and other information about the Coast Guard and its value to the community.

Give presentations about the Coast Guard to civic, fraternal, veteran, and other community organizations.

Visit with Congressional, State and local politicians to discuss the Coast Guard.

Coast Guard Station Port Canaveral's Program

Officers and crew participating:

CDR James E. Rendon, USCG, Commander, Coast Guard Group Mayport

CWO2 Jesse B. Owens, USCG, Commanding Officer, Coast Guard Station Port Canaveral

EMCM Glenn M. Lashley, USCGR, Station Canaveral Reserve Liaison Supervisor

ETCM Kirk D. Murphy, USCGR, Assistant Station Canaveral Reserve Liaison Supervisor (helped establish the program)

BMC Robert E. Lamastus, USCG, Executive Petty Officer, Station Port Canaveral

BMC Walter J. Little, USCGR, Station Recruiting and Community Relations Representative

TC2 Josh S. Lauer, USCG, Station Canaveral Public Relations Representative

The CG Auxiliary is an active player in many of the unit's efforts and Group Mayport wide, especially with the Academy Introduction Mission (AIM) program.

Commander, Coast Guard Group Mayport has been fully supportive of both the Station recruiting and community visibility activities and has encouraged the Station to obtain as much exposure as possible. The Station has made it a point to say YES to all invitations to participate in various local parades. This includes not only a color guard, but also having their trailerable boats in the parade.

Upon CWO Owens becoming Commanding Officer of the Station in June 1998, he became active in the community and has responded to suggestions to raise the visibility of the Coast Guard and assist with

recruiting. This included inviting prospective applicants to the Station to see first hand what the Coast Guard does, as well as civic groups to the Station for the same purpose. He specifically assigned a Reserve Chief Petty Officer (BMC Little) to be available to assist the Recruiting Office, interview prospective RELADs, and coordinate school visits.

EMCM Lashley and ETCM Murphy, both Reservists, were instrumental in establishing the Recruiting and Community Relations Program, including selection of BMC Little.

BMC Lamastus and TC2 Lauer have been very active in hosting station visits, setting up demonstrations, and speaking to groups and other related activities.

BMC Little became the Reserve Recruiter and Community Relations Specialist in May 1999. He has been active in recruiting, interviewing, Station tours, traveling to other locations to set up information booths, talking to prospective RELAD's (expanded program to state wide), and organizing visits to schools which heretofore had not been visited by Recruiting Offices due to distances involved.

Recent activities include the CO and Group Commander joining the local county Civilian Military Community Relations Council (CivMil). This will provide a valuable forum for promoting the Coast Guard and exchanging information between the leadership of all the armed services and the surrounding communities. The membership includes key federal, state and local elected officials, as well as active duty military Commanding Officers. As an example of Congressional outreach, Station Canaveral hosted Cong. Weldon (R-FL- 15th) this past November. Cong. Weldon is very involved with Space Program but had never visited the CG station...he was very impressed to learn about the CG, specifically their involvement with the space program (i.e. provide security/safety zone enforcement for all manned & unmanned rocket launches).

In total, an excellent, ongoing effort to leverage our recruiting capabilities, and at the same time raise the Coast Guard's visibility in the local area. My well done to Station Port Canaveral's team! They have really taken the "everyone is a recruiter" and "raise the visibility of the CG" tasking seriously. I am confident that efforts such as these, employing active duty, Reservist and Auxiliarist talents to compliment our recruiting force, is what will make the difference in achieving our challenging recruiting mission. Reservists talking directly to potential RELADs is one of the most effective actions we can take to assist Reserve Forces recruiting. And as I mentioned in Flag Voice 75, one of the most effective "recruiting tools" mentioned by our top recruiters is getting potential recruits onto a Coast Guard unit to meet Coast Guard people and see what we do.

For more information to assist you in either establishing a similar program, or improving your current program, please contact either Station Canaveral CO, CWO Jesse Owens (321) 868-4200 or XPO, BMC Lamastus; Group Mayport CO, CDR James Rendon (904) 247-7317 or XO, LT Tracy Cooper (904) 247-7302.

Regards, FL Ames



[Flag Voice Contents](#)

This page is maintained by [HR Webmaster \(CG-1A\)](#)